



RECEIVED
JUL 03 2024

262-796-8776
www.Kalmbach.com

21027 Crossroads Circle
P.O. Box 1612
Waukesha, WI 53187-1612

July 1, 2024

BY:

The Wisconsin Department of Workforce Development
Dislocated Worker Unit
P.O. Box 7972
Madison, WI 53707
WIOATitleI@dwd.wisconsin.gov

Paul Farrow
Waukesha County Executive
515 W. Moreland Blvd., AC 320
Waukesha, WI 53188
countyexec@waukeshacounty.gov

Mayor Shawn Reilly
201 Delafield Street- 3rd Floor
Waukesha, WI 53188

Re: Notice of Mass Layoff

Members of the Dislocated Worker Unit, County Executive Farrow, and Mayor Riley:

Kalmbach Media Co. ("Kalmbach Media" or "the Company") will be conducting a mass layoff at its office located at 21027 Crossroads Circle, Waukesha WI, 53186. The layoff is in connection with a sale of Kalmbach Media assets to Firecrown Media Inc. ("Firecrown") and the announcement to the entire organization on May 1, 2024, that the remaining assets are also for sale.

As previously indicated to you on May 1 and May 17, the layoff is expected to result in the permanent termination of employment of 67 Kalmbach Media employees. The Company has eliminated positions of these employees (all of whom have now been hired by Firecrown) on July 1, 2024. In addition, as a result of the remaining company assets being for sale, other positions are impacted. None of the employees at the facility are represented by a union, and there are no bumping rights available to any of the employees.

Attached is an updated list of the job titles of positions affected by the layoff, the number of affected employees within each job title, and the anticipated layoff date for each position. If you need additional information, please contact Sarah Horner, Vice President Human Resources at 262-796-8776 or shorner@kalmbach.com or myself at dhickey@kalmbach.com. This letter provides the information required under Wisconsin's Business Closing and Mass Layoff Law (Wis. Stat. § 109.07), and the Worker Adjustment and Retraining Act (29 U.S.C. § 2101, *et. seq.*), if applicable. In addition, we have notified all affected employees regarding this cascading layoff.

Sincerely,

Daniel F. Hickey
CEO - Kalmbach Media Co.

Job Title	Number of Employees	Layoff Date	Company Location Address
Accounting Supervisor	1	7/31/2024	21027 Crossroads Circle, Waukesha WI, 53186
Ad Production Specialist	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Advertising Sales Rep	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Assistant Design Director	3	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Assistant Digital Editor	2	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Assistant Editor - Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Assistant Video Editor	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Associate Editor	4	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Associate Producer	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Business Analyst	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Circulation Director	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Credit Specialist	1	8/30/2024	21027 Crossroads Circle, Waukesha WI, 53186
Customer Experience Manager	1	7/31/2024	21027 Crossroads Circle, Waukesha WI, 53186
Customer Experience Specialist	1	7/10/2024	21027 Crossroads Circle, Waukesha WI, 53186
Design Director	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Digital Editor	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Digital Marketing Designer	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Digital Marketing Director	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Digital Marketing Specialist	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Digital Marketing Specialist, Products	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Director of Design & Production	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Director of Digital Strategy	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Director, Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
E-Commerce Buyer	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
eCommerce Marketing Manager	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Editor	4	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Editor - Classic Trains	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Editor - CTT/Sr Production Editor	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Editor - Plastics Modeling Brand	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Editorial Assistant - Astro & DSC	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Email Marketing Coordinator	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Email Marketing Manager	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Executive Assistant	1	8/30/2024	21027 Crossroads Circle, Waukesha WI, 53186
Executive Producer, Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Group Editorial Associate	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Group Lead	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Illustrator	2	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Librarian	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Marketing Coordinator	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Marketing Specialist	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
New Business Marketing Specialist	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Office Services Coordinator	1	7/31/2024	21027 Crossroads Circle, Waukesha WI, 53186
Producer - Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Production Editor	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Production Specialist	2	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Retention and Fulfillment Manager	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Sales Support Specialist	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Senior Accountant	1	7/31/2024	21027 Crossroads Circle, Waukesha WI, 53186
Senior Editor	5	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Senior Production Editor - Astro & DSC	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Senior Trade Sales/Service Rep.	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Senior Systems Support Specialist	1	7/31/2024	21027 Crossroads Circle, Waukesha WI, 53186
Software Architect	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Sr. Associate Editor	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Sr. Digital Marketing Designer	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Staff Accountant	1	8/30/2024	21027 Crossroads Circle, Waukesha WI, 53186
Staff Writer - Astronomy	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Staff Writer - Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Trains.com Marketing Manager	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
Video Producer - Trains.com	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186
WordPress Developer	1	7/1/2024	21027 Crossroads Circle, Waukesha WI, 53186